

ORDINANCE NO. 023-61

AN ORDINANCE AUTHORIZING A
CO-PROMOTIONAL AGREEMENT
WITH THE CITY OF CHICAGO
THROUGH ITS DEPARTMENT OF
ASSETS, INFORMATION AND
SERVICES

WHEREAS, The City of Chicago Department of Assets, Information and Services ("AIS") prints all marketing materials for the City of Chicago ("City"); and

WHEREAS, AIS also manages the advertising space for the City's bus shelters; and

WHEREAS, AIS has proposed entry into a co-promotional agreement with the Chicago Transit Authority ("Authority") for a one-year term ("Agreement"); and

WHEREAS, Under the Agreement, the Authority will provide AIS with up to Three Hundred Ninety-Two Thousand Nine Hundred Fifty-Two Dollars and Fifty Cents (\$392,952.50) in value in unsold advertising space in the interior of buses or rail cars; and

WHEREAS, In exchange, AIS will provide the Authority with up to Three Hundred Ninety-Two Thousand Nine Hundred Fifty-Two Dollars and Fifty Cents (\$392,952.50) in value in unsold advertising space on 250 JCDecaux bus shelters to advertise its services and will include the Authority's logo, web site address, telephone number, and marketing message in printed marketing pieces; and

WHEREAS, This Agreement will expose the Authority to a large audience, promote ridership, have a positive effect on the Authority's customers, and support the Authority's corporate image as cooperative and proactive in promoting special events and programs throughout the City of Chicago; and

WHEREAS, Cooperation between and among governmental agencies and entities through intergovernmental agreements is authorized by the Intergovernmental Cooperation Act (5 ILCS 220/1 et seq.); now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Chief Financial Officer, or his designee, is hereby authorized to enter into a Co-promotional Agreement with the City of Chicago through its Department of Assets, Information and Services which has a term of one year, requires the Authority and the City each to provide unsold advertising space to the other valued at the not-to-exceed amount of Three Hundred Ninety-Two Thousand Nine Hundred Fifty-Two Dollars and Fifty Cents (\$392,952.50), includes reciprocal limited license

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agreements to use the other party's logo in advertising materials and contains such other terms as are substantially in conformance with the Public Service Announcement Advertising Space Intergovernmental Agreement attached as Exhibit A hereto.

SECTION 2. The Chairman of the Chicago Transit Board, or his designee, is further authorized to take such actions and execute such documents as may be necessary to implement the objectives of this ordinance.

SECTION 3. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

Chairman

June 16, 2023

Secretary

June 16, 2023